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Department:	Marketing/ Innovation/ Packaging (Inno/VE)/	Page
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	2014-08-11	
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Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Matilda Carlsson	2016-01-07
Legislation:	Rebecka Persson	2016-01-07
Packaging:	Matilda Carlsson	2016-01-07

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2016-01-07	Date of briefing.
Company name	Marketing	Cloetta Nutisal AB	Cloetta-organization
Project initiator	Marketing	Steven Barendregt	Responsible marketeer
Telephone	Marketing	+46 761010770	
Mobile number	Marketing	+46 761010770	
Category	Marketing	Nuts	<i>Refreshment/Enjoyment/Chocolate</i>
Design agency	Marketing	ZDesign	Full address and contact person
Referens nr	Marketing	122250	Project nr in Attask
Brand	Marketing	Nutisal	Concerned Brand
Product	Marketing	Nut Enjoy Mix 40x40g	Concerned Product
Article number	Marketing	1007053	
Content	Marketing	40g	Gram/ Kg/ Pieces Net weight (printing size (high) at least): >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
e-sign	Packaging/ Marketing	No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing		
Promotion	Marketing		If applicable
Package type	Packaging	Pillow bag	Pillow bag / stand pouch / etc.
Design manual	Marketing/ Printing agency		Legibility, colours, contrast etc.
Type of proof needed	Marketing	Print proof	Decide with Innovation and purchasing
Date file delivery at printer	Marketing		
Packaging material	Packaging	20µ BOPP_TRN+ 12µ PET_MET+ 50µ PE_TRN+ LAK	Description of material
Printer name	Packaging	Bak Ambalaj	
Technical drawing number	Packaging		
Print technique	Packaging		
Packaging site: name & location	Packaging	Cloetta Nutisal, Helsingborg	Cloetta-packaging site or co-packer
Languages	Marketing	SE/DK/NO, FI	E.g. SE/DK/NO or NL/FR/DE
Target markets	Marketing	SE, DK, NO, FI	SE, FI, NL, IT
Lead market	Marketing	SE	SE or FI or IT or NL
Cloetta resource code	Marketing		The packaging material code
Barcode	Marketing	7310350121267	13 or 8-digit EAN (EU)

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		12-digit UPC code (CA & US)
Recycling information (assort as paper or plastic?)	Packaging	
Logo's (Scandi markets only use UTZ and Kunglig hovleverantör)	Packaging	
Claims	Marketing	
Story Telling (or other additional text)	Marketing	If there is palm oil in the product add: *Cloetta supports the production of sustainable (RSPO) certified palm oil.
Storage & use information	Innovation/VE	
Font sizes	Printing agency	<p>Make sure not only font sizes but also colours, contrasts, type face etc is in line with "Guidlines of Legibility of Labelling (FoodDrinkEurope (FDE) document)"</p> <p>ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height depending on size of packaging.</p> <p>Packaging $\geq 80 \text{ cm}^2$ = x- height 1.2 mm, font size 2.9 mm Packaging $\leq 80 \text{ cm}^2$ = x- height 0.9 mm, font size 2.2 mm</p> <p>I.e. if packaging is bigger than 80 cm^2 = x- height 1.2 mm, font size 2.9 mm If packaging is smaller than 80 cm^2 = x- height 0.9 mm, font size 2.2 mm</p>

Legend

1	Ascender line
2	Cap line
3	Mean line
4	Baseline
5	Descender line
6	x-height
7	Font size

x-HEIGHT



Briefing about the work to be executed	Marketing
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Article no & Product name	Legislation
Recipe no	
<p>1007053 Nutisal Enjoy Mix 40x40g Recipe nr 3701449 HEL</p>	

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Ingredients	Legislation
<p>SE JORDNÖTTER OCH NÖTTER TORROSTADE OCH SALTDE</p> <p>Ingredienser: jordnötter (38%), cashewnötter (20%), mandel (14%), hasselnötter (8%), majs* (7%), pistaschnötter (4%), vetemjöl, stärkelse, havssalt (1,2%), maltodextrin, solrosolja, majsmjöl, socker, arom (innehåller mjölk och vete), syra (citronsyra), salt, karamelliserat socker.</p> <p>Kan innehålla spår av nötter.</p>	
<p>DK/NO JORDNØDDER/PEANØTTER OG NØDDER/NØTTER TØRRISTEDE OG SALTEDE</p> <p>Ingredienser: jordnødder/peanøtter (38%), cashewnødder/nøtter (20%), mandel (14%), hasselnødder/nøtter (8%), majs/maise* (7%), pistacienødder/pistasjnøtter (4%), hvede/hvetemel, stivelse, havsalt (1,2%), maltodekstrin, solsikkeolie, majs-/maismel, sukker, aroma (indeholder mælk/melk og hvede/hvete), syre (citronsyre), salt, karamelliseret sukker.</p> <p>Kan indeholde spor af nødder/nøtter.</p>	
<p>FI SUOLATTUJA JA KUIVAPAAHDETTUJA MAAPÄHKINÖITÄ JA PÄHKINÖITÄ</p> <p>Ainekset: maapähkinöitä (38%), cashewpähkinöitä (20%), manteleita (14%), hasselpähkinöitä (8%), maissia* (7%), pistaasipähkinöitä (4%), vehnä jauhoa, tärkkelystä, merisuolaa (1,2%), maltodekstriiniä, auringonkukkaöljyä, maissijauhoa, sokeria, aromia (sisältää maitoa ja vehnää), happoa (sitruunahappoa), suolaa, karamellisoitua sokeria.</p> <p>Saattaa sisältää pieniä määriä pähkinää.</p>	
Allergen declaration	Legislation
<i>See ingredient list</i>	
Legal warnings	Legislation
Nutritional values	Legislation

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Näringsinnehåll/Ravintosisältö	Per 100g
Energi/Energia	2520 kJ / 602 kcal
Fett/Rasva	44 g
varav/heraf mättat fett/josta tyydyttynyttä	6,0 g
Kolhydrat/Hiilihydraatit	24 g
varav/heraf sockerarter/josta sokereita	3,4 g
Protein/Proteiini	16 g
Salt/Suola	1,6 g

(The nutrition table can also be written in running text; if there is lack of space)

Kraftigt saltat/ Voimakassuolainen

(Should be printed just under the nutrition table if salt content > 1,4 g/100 g)

***Corn roasted in sunflower oil.**

Storage and use information	Marketing
<p>Förvaras torrt och svalt/ Opbevares tørt og køligt/kjøligt/ Säilytettävä kuivassa ja viileässä.</p> <p>Förpackad i skyddande atmosfär/ Pakket i beskyttende atmosfære/ Pakattu suojakaasuun.</p>	
Recycling information	Legislation
<p>Sorteras som plastförpackning/ Plastemballasjen skal gjenvinnes/ Lajitellaan muovipakkauksena</p> <p><i>(Recycling text optional – remove when lack of space)</i></p>	
Shelf life text	Legislation
<p>Bäst före/ Bedst før/ Best før/ Parasta ennen:</p>	
Logo's	Marketing
Producer information	Marketing
<p>CLOETTA www.cloetta.se (.dk / .no / .fi)</p>	

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SE ☎ 020-65 10 25

DK ☎ 58 56 55 55

NO ☎ 67 81 81 00

FI ☎ 01 03 03 41